



**AMACOM**

FALL-WINTER 2011

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CATALOG of BOOKS

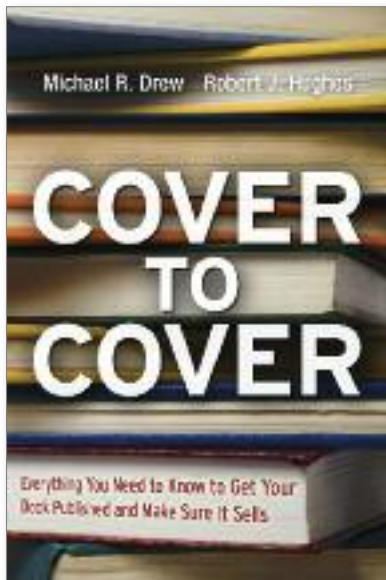
# FALL-WINTER 2011

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## CATALOG of BOOKS

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**AMACOM**, a division of the American Management Association, publishes books on business, management, career growth, current events, technology, personal finance, real estate, and self-help. AMACOM books help readers enhance their personal and professional growth and reach into the future to understand emerging trends and cutting-edge thinking.



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*Even in a blog-and-Facebook world, there's nothing quite like getting a real book published.*

## Cover to Cover

*Everything You Need to Know to Get Your Book Published and Make Sure It Sells*  
 Michael R. Drew and Robert J. Hughes

These days it's easy to become a writer—after all, anyone can start a blog or a website. But the pinnacle for most authors is getting published in print—and that is tougher than ever.

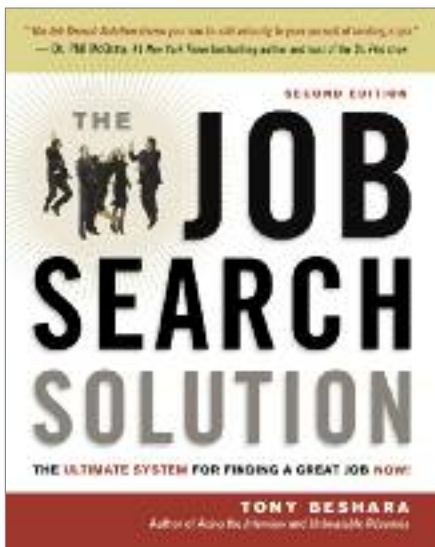
The book business has changed. Publishers have consolidated, and competition for shelf space is fierce. So how do you get publishers to clamor for your manuscript, and the public to snatch the book off the shelves? Written by industry insiders, *Cover to Cover* gives you the scoop on the way books get signed, published, and—most important—sold. You'll learn how to:

- Evaluate the market for your subject • Target the perfect publisher • Understand your role in the publishing process • Assess your platform and cultivate a larger audience • Take charge of your own marketing and publicity • Use your book to boost your career • Adapt to the changing world of publishing • And more.

Think your book is a winner? With *Cover to Cover*, you can give it a *real* shot at success.

**MICHAEL R. DREW** (Austin, TX and Calgary, Canada) is the founder of Promote A Book, a promotional firm that has helped more than 65 books reach national bestseller lists.

**ROBERT J. HUGHES** (New York, NY) is a former cultural and publishing industry reporter for The Wall Street Journal and the author of the novel *Late and Soon*. Together they are the authors of the forthcoming *Be Famous*.



JANUARY 2012 • Career  
 Paperback • 7 3/8 x 9 1/4 • 304 pages  
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*Updated job search strategies from the employment expert Dr. Phil called "the best of the best!"*

## The Job Search Solution

*The Ultimate System for Finding a Great Job Now!*  
 SECOND EDITION

Tony Beshara

When Dr. Phil's viewers need help turning their job search woes into employment success, he calls in Tony Beshara. One of the most successful placement professionals in the United States, Beshara knows what works and what doesn't. In *The Job Search Solution*, he outlines the simple yet powerful system that has helped over 100,000 people land jobs they love.

Now, in a completely updated second edition, Beshara addresses the major challenges that confront candidates seeking employment today, including advice for readers who have been out of work for a while, were fired from their last job, are looking to change careers, or may be facing discrimination due to age. Featuring interactive exercises, real-life examples, practical Do's and Don'ts, and other essential tools, the new edition reveals how candidates can create a personal "brand" online, communicate with potential employers via e-mail, and leverage personal stories throughout the interview process.

Both practical and empowering, *The Job Search Solution* gives readers the tools they need to get hired in one of the toughest job markets ever.

**TONY BESHARA** (Dallas, TX) is the owner and President of Babich Associates, the oldest placement firm in Texas. He is the author of *Acing the Interview* (978-0-8144-0161-3) and *Unbeatable Résumés* (978-0-8144-1762-1).

*It's a big jump from employee to entrepreneur—with a daunting failure rate. Get the inside scoop on what it takes to succeed.*

## It's Your Biz

*The Complete Guide to Becoming Your Own Boss*

Susan Wilson Solovic with Ellen R. Kadin

Millions of employees parked in cubicles dream about starting their own businesses. And in today's economy, countless unemployed professionals are becoming entrepreneurs out of necessity. They may have good skills and ideas, but do they really understand what it takes to build a profitable venture?

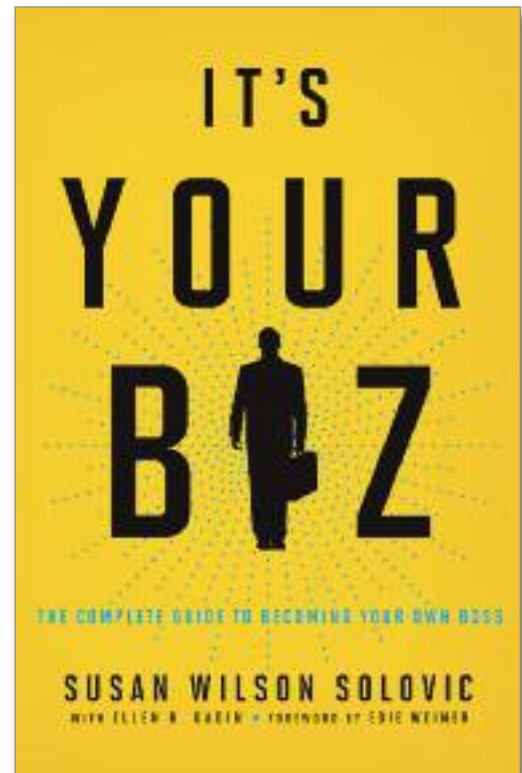
As owner and co-founder of the award-winning *It'sYourBiz.com* (formerly SBTV.com, or Small Business Television), Susan Solovic has years of experience in the small business trenches. In *It's Your Biz* she shows prospective entrepreneurs how to sidestep the pitfalls that doom more than half of all new businesses while dramatically improving their odds of success.

The book strips away the usual dreamy calls to "pursue your passion," supplying the kind of candid, real-world advice readers truly need, such as how to:

- Gauge whether you have the qualities required to succeed
- Prepare for drastic culture shock
- Build a business plan that works
- Focus on providing market solutions
- Choose partners, advisers, and employees wisely
- Promote your business on a shoestring budget
- Protect your company and yourself
- Make the most of bootstrap financing.

From planning and funding to promotion and pricing, *It's Your Biz* is packed with the practical, honest, expert guidance that budding entrepreneurs need *before* they set out on their own.

**SUSAN WILSON SOLOVIC** (St. Louis, MO) is owner and co-founder of *It'sYourBiz.com*, a highly successful video news and information site for entrepreneurs. She is a weekly small business contributor on ABC's Money Matters and a featured blogger on the Huffington Post, AllBusiness.com, Fast Company, Constant Contact, and other sites. The author of several books, including *The Girls' Guide to Building a Million-Dollar Business* (978-0-8144-7419-8), Solovic has served on the National Women's Business Council and the Women's Leadership Board at Harvard University.



- National print campaign
- National radio and business TV campaign
- National book tour and speaking engagements
- On-air radio promotion give-aways to 200 stations
- Online and social media campaign
- Co-op advertising



Back Cover

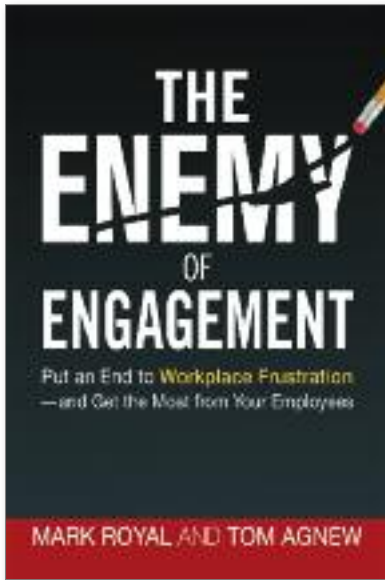
OCTOBER 2011

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*Eye-opening new research into an often-overlooked threat to employee engagement and workplace productivity.*

## The Enemy of Engagement

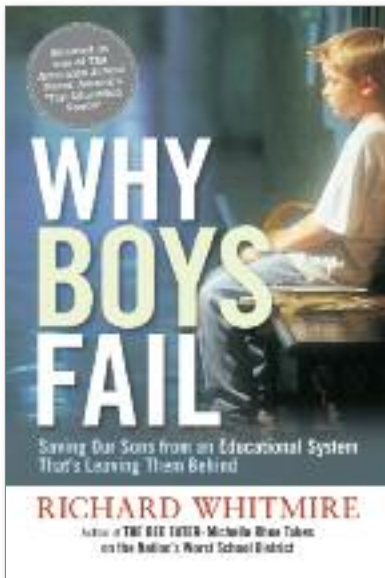
*Put an End to Workplace Frustration — and Get the Most from Your Employees*  
 Mark Royal and Tom Agnew

There are a lot of frustrated people in most workplaces today. We're not talking about the incorrigible office grump or the permanent slacker. Instead, we're referring to dedicated workers who are being prevented from achieving their peak potential by organizational obstacles. Better enabling these employees to succeed represents an untapped avenue for radically improving productivity.

Packed with the latest research findings from the prestigious Hay Group, *The Enemy of Engagement* uncovers the hidden impediments to performance—excessive procedures, lack of resources, overly narrow roles, and more—and outlines best-practice solutions for eliminating them. This is not an insignificant issue facing businesses today. According to Hay Group's study, depending on the industry, between one-third and one-half of employees report work conditions that keep them from being as productive as they could be.

*The Enemy of Engagement* gives managers powerful new insights and research-based tools for ensuring their teams are both willing and able to make maximum contributions.

**MARK ROYAL** (Chicago, IL) and **TOM AGNEW** (New York, NY) are leaders in Hay Group's employee research division. Mark holds Ph.D. and MA degrees in sociology from Stanford University, and Tom received his Ph.D. in management from Vanderbilt University and MBA from the University of Saskatchewan.



**SEPTEMBER 2011 • Parenting / Education**  
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*Selected as one of the American School Board Journal's "Top Education Reads."*

## Why Boys Fail

*Saving Our Sons from an Educational System That's Leaving Them Behind*  
 Richard Whitmire

The signs and statistics are undeniable: Boys are falling behind in school. Contrary to conventional wisdom, the biggest culprits are not video games or pop culture. The real problem is that boys have been thrust into a bewildering new school environment that demands high-level reading and writing skills long before they are capable of handling them.

*Why Boys Fail* takes a hard look at how this ominous reality came to be, how it has worsened in recent years, and why attempts to resolve it often devolve into finger-pointing and polarizing politics. But the book also shares some good news. Amid the alarming proof of failure among boys, there are also inspiring case studies of schools where something is going right. Each has come up with realistic ways to make sure that every student—male and female—has the tools to succeed in school and later in life. Educators and parents alike will take heart in these promising developments and heed the book's call to action—not only to demand solutions but also to help create them for their own students and children.

**RICHARD WHITMIRE** (Arlington, VA) is a former editorial writer for USA Today and President of the National Educational Writers Association. A highly recognized and respected education reporter, his commentaries have been published in *The Wall Street Journal*, *The Washington Post*, *The New Republic*, and *U.S. News & World Report*. He is the author of *The Bee Eater: Michelle Rhee Takes on the Nation's Worst School District*.



***Americans are conned out of \$40 billion a year.  
If Congress and regulators can't protect us from  
investment scams and shady financial advice, who can?***

## The Vigilant Investor

*A Former SEC Enforcer Reveals  
How to Fraud-Proof Your Investments*

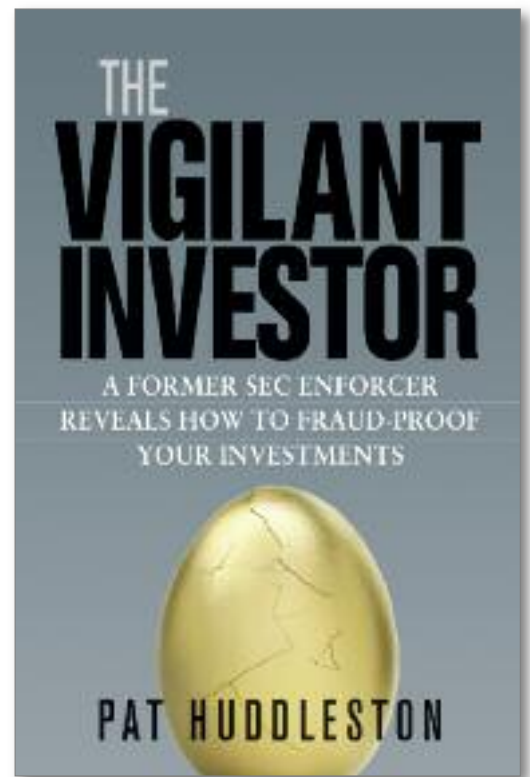
Pat Huddleston

**M**aking sound investments is tough enough without having to worry about unscrupulous financial advisers and outright frauds. But recently strengthened laws aren't enough to stop the "professionals" intent on profiting from—or just plain stealing—your money.

As an Enforcement Branch Chief at the Securities and Exchange Commission, Pat Huddleston witnessed countless people lose their life savings to reckless stockbrokers and fraudulent schemes. Now an SEC-recommended Receiver and CEO of a securities and investment fraud investigation agency, Huddleston has intimate knowledge of how scam artists and bad brokers operate. In *The Vigilant Investor*, he explains WHY we fall for investment scams, HOW con artists play on our emotions, and WHAT we can do to protect ourselves from predators. With its unique look into the science of financial decision making, the book blows up the popular myths and simplistic "do's and don'ts" of investing while sharing techniques anyone can use to perform due diligence even better than the "experts."

With gripping stories of actual cases, Huddleston sheds light on the dark corners of the investment industry and teaches investors and professionals alike how to spot fraud and guard themselves against financial catastrophe.

**PAT HUDDLESTON** (*Kennesaw, Georgia*) is CEO of *Investor's Watchdog LLC*, an investment fraud investigation agency. He has been an SEC Enforcer, court-appointed Receiver, and investment attorney. A frequent guest on television and radio, he has been quoted in *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *USA Today*, *Kiplinger's Personal Finance*, *Investment News*, and many other publications.



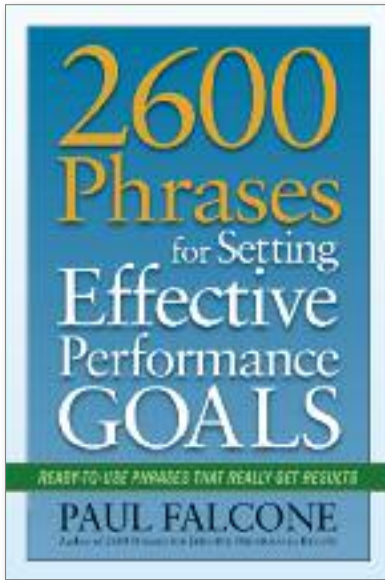
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**Enabling your employees to achieve their goals starts with helping them define what they are.**

## 2600 Phrases for Setting Effective Performance Goals

*Ready-to-Use Phrases That Really Get Results*

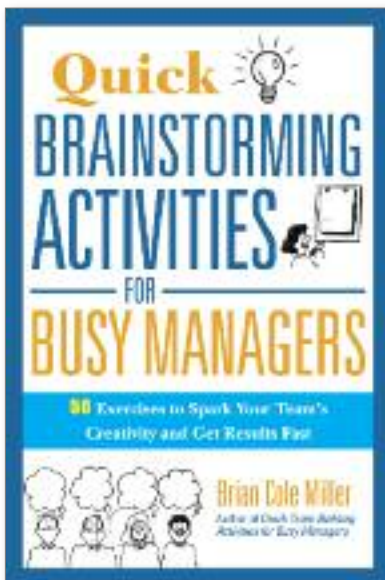
Paul Falcone

As a manager, you aren't truly successful unless your employees are as well. Helping them establish compelling, actionable performance goals is the first and most important step, and *2600 Phrases for Setting Effective Performance Goals* is there to lend a hand.

A natural follow-up to the bestselling *2600 Phrases for Effective Performance Reviews*, this quick-reference guide provides readers with ready-to-use performance goals organized by the characteristics and core competencies used most often in the appraisal process. From attendance and attitude to teamwork and time management, managers will find the language they need to inspire exceptional results. The book also includes wording tailored to many of the most common positions in sales and marketing, accounting and finance, HR, IT, legal, manufacturing, operations, and more.

Comprehensive and organized for ease of use, this book enables managers to lay the groundwork necessary for phenomenal achievement on the part of their people.

**PAUL FALCONE** (Valencia, CA) is Vice President of Employee Relations at Time Warner Cable in Los Angeles. He is the author of several bestselling books, including *2600 Phrases for Effective Performance Reviews* (978-0-8144-7282-8), *101 Tough Conversations to Have with Employees* (978-0-8144-1348-7), and *101 Sample Write-Ups for Documenting Employee Performance Problems* (978-0-8144-1546-7).



**JANUARY 2012 • Management**  
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**Fast, simple jump-starters for managers who need to get great ideas from their people!**

## Quick Brainstorming Activities for Busy Managers

*50 Exercises to Spark Your Team's Creativity and Get Results Fast*

Brian Cole Miller

Contrary to popular opinion, brainstorming isn't magic. Truly productive brainstorming sessions are dependent on the ability of the leader to create the right environment and let his or her people's ideas flow.

Filled with clear, concise guidance and quick, easily implemented techniques, this book provides supervisors, managers, and team leaders the fun, proven activities they need to get idea-packed brainstorming sessions started, and keep them going. Readers will discover how to:

- Ask questions that provoke responses and inspire creativity
- React to and record ideas in a way that encourages participants and prompts more input
- Sort and categorize lengthy lists
- Evaluate ideas
- Prioritize the most useful concepts and expand on them
- And more

Containing sample dialogues, as well as resources for virtual team brainstorming, this indispensable book gives readers the activities they need to generate great ideas, fast.

**BRIAN COLE MILLER** (Dublin, OH) is the principal of Working Solutions, Inc., a management training and consulting firm. He is the author of several books including *Quick Team-Building Activities for Busy Managers* (978-0-8144-7201-9), *More Quick Team-Building Activities for Busy Managers* (978-0-8144-7378-8), and *Keeping Employees Accountable for Results* (978-0-8144-7320-7).

***When you're networking,  
you need them to like you...really like you.***

## The 11 Laws of Likability

*Relationship Networking...  
Because People Do Business with People They Like*  
Michelle Tillis Lederman

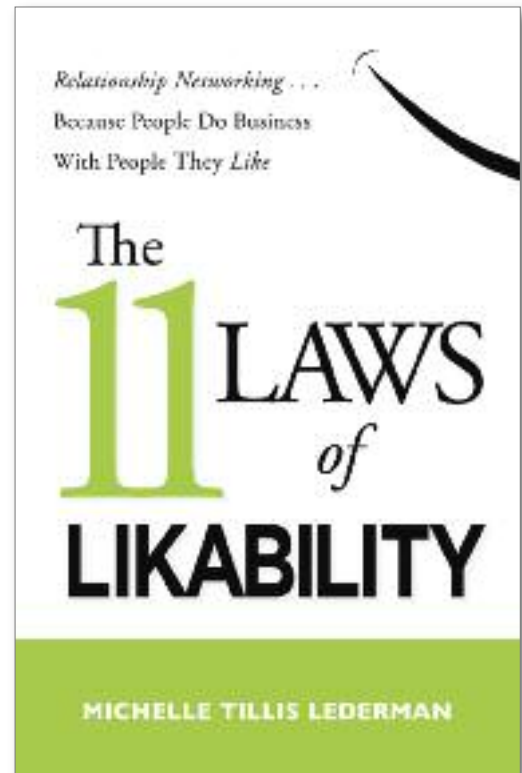
We all know that networking is important, and that forming relationships with others is a vital part of success. But sometimes it seems like networking removes all emotions from the equation and focuses only on immediate goals...whereas the kind of relationships that have true staying power, give us joy, and support us in the long run are founded on simply liking each other.

This book, featuring activities, self-assessment quizzes, and real-life anecdotes from professional and social settings, shows readers how to identify what's likable in themselves and create honest, authentic interactions that become "wins" for all parties involved. Readers will discover how to:

Start conversations and keep them going with ease • Convert acquaintances into friends • Uncover people's preferences and tweak their own personal style to enable engaging, reciprocal interactions • Create follow-up and stay in others' minds long after the initial meeting

The worst thing we can do when trying to establish a personal bond with someone is to come across as manipulative or self-serving. Authentic connections go much deeper—and feel much easier—than trying to hit self-imposed business card collection quotas. This book presents a new paradigm that shows how even the most networking-averse can network...and like it.

**MICHELLE TILLIS LEDERMAN** (South Orange, NJ) is founder and CEO of *Executive Essentials*, which provides customized communication and leadership programs. She is also an adjunct professor at NYU Stern School of Business and a faculty member of the American Management Association. She specializes in enhancing interpersonal communications and has delivered seminars internationally for corporations, universities, and nonprofit organizations including JPMorgan Chase, Morgan Stanley, Deutsche Bank, Columbia Business School, and The Museum of Modern Art.



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**Great customer service depends on great customer service MANAGEMENT.**

## Customer Service Management Training 101

*Quick and Easy Techniques that Get Great Results*

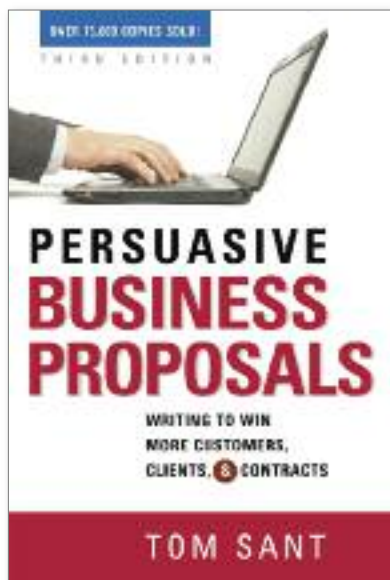
Renée Evenson

Becoming a great customer service manager requires a mastery of skills beyond those needed by frontline employees. Filled with the same accessible, step-by-step guidance as *Customer Service Training 101*, this user-friendly book shows readers how to develop the skills they need to communicate, lead, train, motivate, and manage those employees responsible for customer satisfaction. Designed for new managers and veterans alike, *Customer Service Management Training 101* covers essential topics, including:

- Planning and goal setting
- Time management
- Team development
- Conflict resolution
- Providing feedback
- Monitoring performance
- Conducting meetings
- Managing challenges
- Listening
- Verbal, nonverbal, and written communication.

Readers will learn to identify their personal management style, develop core leadership qualities, and efficiently focus on their own development as managers. Packed with checklists, “real world” practice lessons, and examples of the right and wrong ways to do things, this is the one book every customer service manager needs to thrive.

**RENÉE EVENSON** (Saint Simons Island, GA) has worked in the customer service management field for over 30 years, including 15 as a customer service manager and trainer at BellSouth Telecommunications. She has a degree in organizational psychology and is the author of *Customer Service Training 101* (978-0-8144-1641-9) and *Award-Winning Customer Service* (978-0-8144-7454-9).



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**Now in a third edition—the bestselling guide to writing better proposals and landing more clients.**

## Persuasive Business Proposals

THIRD EDITION

*Writing to Win More Customers, Clients, and Contracts*

Tom Sant

Writing a winning proposal has always been an important part of sales. In recent years it has become vital. But many companies are still cranking out confusing, unpersuasive proposals and RFPs—few of which result in new clients or contracts.

Now everyone can dramatically boost their success rate with the third edition of *Persuasive Business Proposals*. This classic guide explains how to craft compelling messages and powerful proposals that attract prospects’ attention and speak to their needs. The new edition includes more valuable information than ever before, including:

- Essential questions for qualifying opportunities
- Ways to “power up” cover letters and executive summaries
- Advice for overcoming “value paranoia”
- Guidelines for incorporating proof into a proposal
- Tips for winning renewal contracts.

Most people find proposal writing to be tedious and time-consuming—and their documents show it. With clear instructions as well as before-and-after samples, *Persuasive Business Proposals* takes readers step-by-step through a highly effective process for writing customized packages that capture new business.

**TOM SANT** (San Luis Obispo, CA) is a renowned proposal consultant, whose clients range from small entrepreneurial operations to Global 500 companies, including General Electric, Microsoft, Lucent, and Accenture. He is the creator of the world’s most widely used proposal automation systems, *ProposalMaster* and *RFPMaster*.

***An all new, updated edition of the book that's been helping to knock customers' socks off for 20 years.***

## Delivering Knock Your Socks Off Service

FIFTH EDITION

Performance Research Associates, Inc.

Illustrations by John Bush

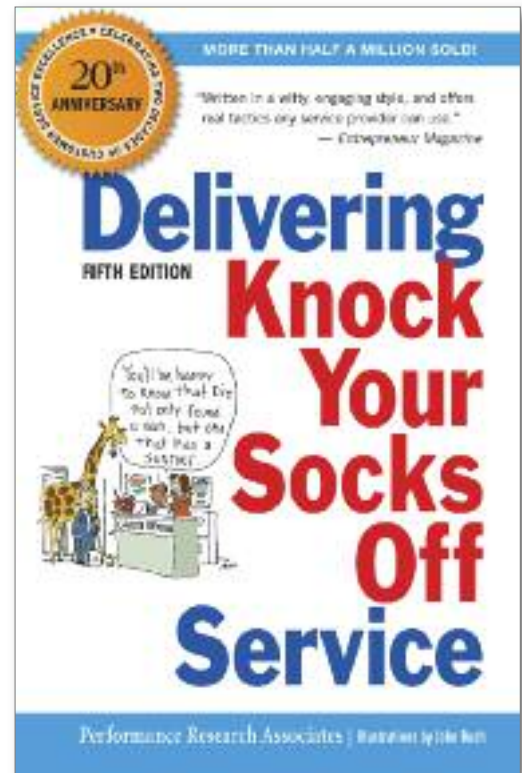
Who would've thought that a practical, fun, easy-to-read customer service book would capture the hearts of hundreds of thousands of readers? Now, celebrating its 20th anniversary, *Delivering Knock Your Socks Off Service* has been completely revised and is better than ever!

Still the go-to guide on providing the kind of outstanding service that keeps customers coming back, the fifth edition combines powerful tools and techniques with real-world examples and all-new chapters on using social media for communication and service recovery, owning service encounters, responding positively to negative feedback, and more. The book provides readers with proven tips and strategies for:

Exceeding customer needs and expectations • Determining the right times to bend or break the rules • Becoming fantastic fixers and powerful problem-solvers • Using the RATER factors to wow your customers • Understanding cultural and generational differences • Becoming a listening post • Coping effectively with "customers from hell"

With people surrounded by more choices and information than ever before, true customer loyalty has become increasingly difficult to attain. Combining timeless wisdom and up-to-the-minute methods, *Delivering Knock Your Socks Off Service* is the book no customer service professional can afford to be without.

**PERFORMANCE RESEARCH ASSOCIATES, INC.**, was founded in 1972 by the late Ron Zemke, author of nearly 40 books on service quality and organizational effectiveness. The firm is located in Minneapolis, Minnesota.



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FEBRUARY 2012 • Marketing  
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 U.S. \$25.00

*To create an exceptional brand experience, remember that sometimes less is more.*

## Brand Real

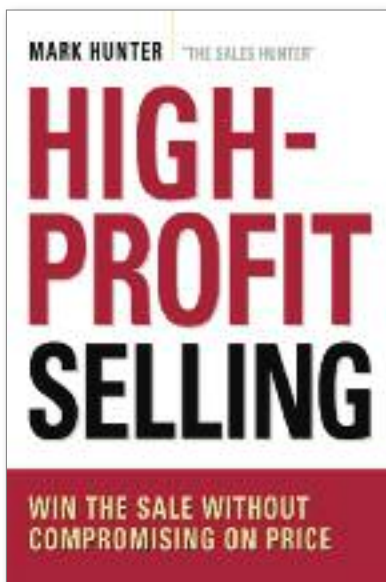
*How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty*  
 Laurence Vincent

Companies are forever being more creative in their branding strategies, building identities ranging from the warm-and-fuzzy to the ultra-cool and edgy. But it seems that many of these enterprises forgot that a brand, at its heart, is a promise to deliver. If the brand experience does not live up to that promise, customers will take their business elsewhere.

*Brand Real* is a business strategy guide for making a brand's promise stand up at every customer touch point. Packed with proven, repeatable management practices, the book shows how to establish a clean brand architecture while avoiding the needless complexity that has tripped up many promising companies.

Author Laurence Vincent presents cautionary tales of supposed brand superstars as well as instructive case studies of genuine brand giants like American Express, Apple, Cisco, Google, Qualcomm, Virgin, and others. Readers will learn how to connect the outward-facing elements of their brands—logos, advertising, imagery, communications—directly to the core elements of business strategy and forge a powerful and lasting connection with their customers.

**LAURENCE VINCENT** (Los Angeles, CA) leads the strategy practice at the Los Angeles office of Siegel+Gale, one of the world's premier strategic branding companies. His clients have included Coca-Cola, MasterCard, Microsoft, National Football League, Qualcomm, Sony Playstation, Southwest Airlines, The Four Seasons, The Home Depot, and vitaminwater.



FEBRUARY 2012 • Sales  
 Paperback • 6 x 9 • 272 pages  
 978-0-8144-2009-6  
 U.S. \$19.95

*All sales aren't created equal. This book shows readers how to close deals that truly make a profit.*

## High-Profit Selling

*Win the Sale Without Compromising on Price*  
 Mark Hunter, "The Sales Hunter"

In the high-pressure quest to make a sale, acquire a contract, and beat out other bidders, sales professionals frequently resort to cutting prices, offering discounts, or making other concessions that cut into their operating margins—short-term strategies that are destructive to the long-term sustainability of their business.

*High-Profit Selling* helps readers understand that their sales goal shouldn't simply be to sell more, but to sell more at a higher price...and that success comes only to those focused on "profitable sales." This eye-opening book shows readers how to:

- Avoid negotiating • Actively listen to customers • Match the benefits of their product or service with the customer's needs and pains • Confidently communicate value • Successfully execute a price increase with existing customers • Ensure prospects are serious and not shopping for price

Too many salespeople believe that a sale at any price is better than no sale at all. This powerful guide helps move readers toward a profit-centered approach that will strengthen their relationships and increase their bottom line.

**MARK HUNTER** (Omaha, NE), known as "The Sales Hunter," has conducted thousands of customized training sales programs nationally and internationally. His client list includes Coca-Cola, Dole, Fisher-Price, Godiva, Heineken, Mattel, Unilever, and other industry leaders. His popular blog and website can be found at [www.TheSalesHunter.com](http://www.TheSalesHunter.com).

*Discover how you can turn your company's intangible assets into REAL profit.*

## Harvesting Intangible Assets

*Uncover Hidden Revenue in Your Company's Intellectual Property*

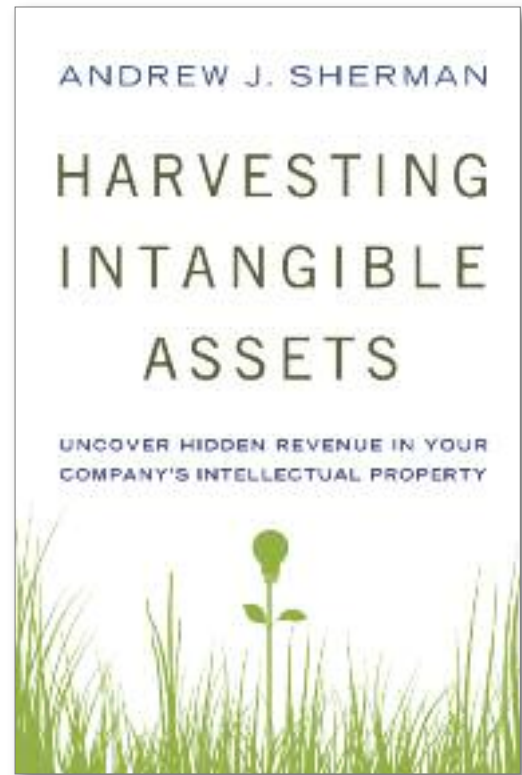
Andrew J. Sherman

Whether you call it “harvesting intangible assets” or “intellectual property management,” organizations must make the most of everything they have to offer if they want to remain competitive. Yet, the majority of companies are oblivious to the wealth of revenue-producing opportunities hiding just below the strategic surface.

In this thought-provoking book, author Andrew J. Sherman shares insights and expertise gleaned from his work with some of the world’s leading companies who have capitalized on intellectual assets such as patents, trademarks, customer information, software codes, databases, business models, home-grown processes, and employee expertise. Featuring instructive examples from organizations including Proctor & Gamble, IBM, and Google, the book reveals how companies large or small can implement IP-driven growth and licensing strategies, foster a culture of innovation, turn R&D into revenue, and much more.

Smart companies reap what they sow. This book gives readers the tools they need for a profitable harvest.

**ANDREW J. SHERMAN** is a partner in the Washington, D.C. office of Jones Day and a top-rated Adjunct Professor in the MBA and Executive MBA programs at the University of Maryland. An internationally recognized authority on the legal and strategic aspects of business growth, he is frequently called upon by the media to share his expertise. He has been featured or quoted in *The Wall Street Journal*, *USA Today*, *The New York Times*, *BusinessWeek*, *Fortune*, *Investor’s Business Daily*, *Forbes*, *Entrepreneur*, *U.S. News & World Report*, and other prestigious publications. His approach to leveraging intellectual assets was a cover story for *Inc. magazine*. He is the author of several books, including *Mergers and Acquisitions from A to Z* (978-0-8144-1383-8), *Raising Capital* (978-0-8144-0856-8), and *Franchising and Licensing* (978-0-8144-1556-6).



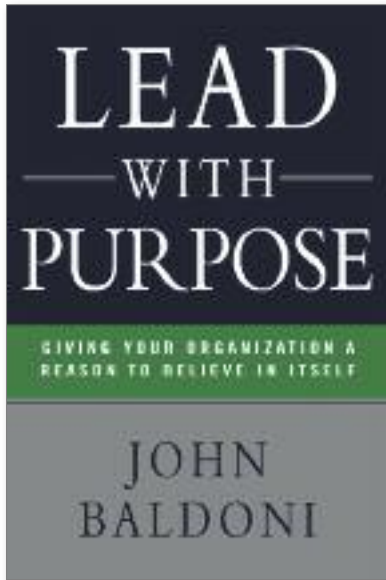
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*Does your company know where it's going?*

## Lead with Purpose

*Giving Your Organization a Reason to Believe in Itself*

John Baldoni

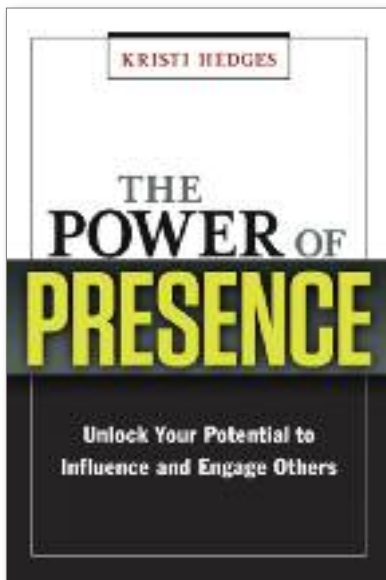
Ask any leader: What would you give to have an entire company full of committed employees willing to go the extra mile? For all your people to work together as a unified force, knowing exactly what they do, and why they do it?

Featuring illuminating stories, interviews, and profiles of leaders from a variety of fields, *Lead with Purpose* shows readers how to take their organizations to the next level with renewed focus and improved direction. The book gives readers practical tips and techniques to:

- Instill a sense of ownership
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- Encourage resourcefulness and flexibility
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- Harness creativity and the desire to succeed
- Transform a shared vision into real results
- Develop the next generation of leaders

It's a leader's job to provide his people's work with meaning. *Lead with Purpose* shows you how it's done.

**JOHN BALDONI** is an internationally recognized leadership educator, coach, speaker and author whose many books include *Lead by Example* (978-0-8144-1294-7), *Lead Your Boss* (978-0-8144-1505-4), and *12 Steps to Power Presence* (978-0-8144-1691-4). In 2011 John was named one of the world's "30 Most Influential Leadership Gurus" by [www.LeadershipGurus.net](http://www.LeadershipGurus.net) for the third time.



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*Presence: You know it when you see it, but what exactly is it?  
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## The Power of Presence

*Unlock Your Potential to Influence and Engage Others*

Kristi Hedges

Everyone recognizes leaders with "presence." They stand out for their seemingly innate ability to command attention and inspire commitment. But what is this secret quality they exude, exactly?

Executive and CEO coach Kristi Hedges demystifies this elusive trait, revealing that presence is the intersection of outward influencing skills and internal mental conditioning. Using her I-Presence model, the author shows how anyone—regardless of position or personality—can strengthen their impact. Readers will learn how to build trust as the foundation for leadership, eschew perfectionism for authenticity, banish limiting thoughts and behaviors, and galvanize their team through visionary, inspiring communications.

Stellar technical knowledge, a strong work ethic, excellent presentation skills—none of these tangible traits puts people on the career fast track as readily as a compelling presence. Filled with profiles of leaders with powerful presence and the latest neuroleadership research translated into actionable habits, this authoritative guide puts a little-understood, but potentially game-changing, tool within everyone's reach.

**KRISTI HEDGES** (Washington, DC) is a communications expert, entrepreneur, and certified leadership coach whose clients include Fannie Mae, VeriSign, the National Institutes of Health, privately held businesses, and global professional services firms. She's a leadership columnist for [Entrepreneur.com](http://Entrepreneur.com) and a speaker for Vistage International and The Founder Institute.

*More than a quarter of a million copies sold!*

## The First-Time Manager

SIXTH EDITION

Loren B. Belker, Jim McCormick, and Gary S. Topchik

What's a rookie manager to do? Faced with new responsibilities, and in need of quick, dependable guidance, novice managers can't afford to learn by trial and error. *The First-Time Manager* is the answer, dispensing the bottom-line wisdom they need to succeed. A true management classic, the book covers essential topics such as hiring and firing, leadership, motivation, managing time, dealing with superiors, and much more.

Written in an inviting and accessible style, the revised sixth edition includes new material on increasing employee engagement, encouraging innovation and initiative, helping team members optimize their talents, improving outcomes, and distinguishing oneself as a leader.

Packed with immediately usable insight on everything from building a team environment to conducting performance appraisals, *The First-Time Manager* remains the ultimate guide for anyone starting his or her career in management.

**LOREN B. BELKER** (deceased) was an executive in a major midwestern insurance company for nearly 30 years, and the author of previous editions of *The First-Time Manager*.

**JIM McCORMICK** (Estes Park, Colorado) is the former Chief Operating Officer of the fifth largest architectural firm in the United States. A full time speaker and organizational consultant, his clients include Accenture, Bank of America, FedEx, Hewlett-Packard, PepsiCo, and Verizon.



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*Fully updated, the indispensable guide that keeps teams and groups humming along...and getting results.*

## The Facilitator's Fieldbook

THIRD EDITION

Tom Justice and David W. Jamieson, Ph.D.

*The Facilitator's Fieldbook* has long been the go-to resource for novice and experienced facilitators alike. The book gives managers, trainers, and group leaders in any industry the step-by-step procedures, checklists, guidelines, examples, and templates they need to make any group work like a well-oiled machine.

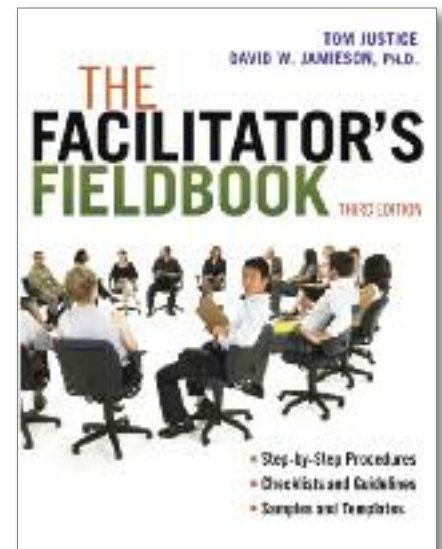
Comprehensive and practical, *The Facilitator's Fieldbook* covers all the key areas including establishing ground rules, planning meetings and agendas; brainstorming; resolving conflict; making decisions; and helping groups optimize their time.

The completely revised third edition also provides new team-building exercises, as well as updated information on virtual meetings, mediation, strategic planning, and much more. Readers will find tips on maintaining the tone and flow of meetings, and guidelines for determining when to delegate projects to individuals rather than assembling a group.

Getting people to function together productively can be a challenge. With *The Facilitator's Fieldbook*, readers have the tools and knowledge they need to rise to the occasion.

**TOM JUSTICE** (Santa Monica, CA) is an organizational development practitioner and the president of Justice & Associates, a consulting firm specializing in organizational capacity.

**DAVID W. JAMIESON, Ph.D.**, (Minneapolis, MN) is department chair, Organization Learning & Development, University of St. Thomas and coauthor of *Managing Workforce 2000*.



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***How to cut project management down to size—killer project strategies for small businesses.***

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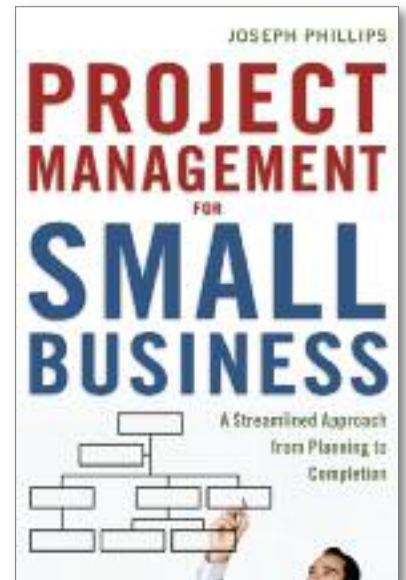
Project management can help companies become more efficient and profitable. But classic project management models often prove too cumbersome for smaller businesses with limited staff resources, tight budgets, and next to no time to devote to learning complex methodologies. These smaller enterprises need the core principles and techniques of project management in a streamlined package.

*Project Management for Small Business* offers simple, repeatable practices for planning, executing, and controlling projects in smaller environments in which one team member may wear multiple hats. Readers will learn how to:

- Define project requirements and scope
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- Manage workflow
- Communicate effectively
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- And more.

Grounded in real-world experience, this practical guide skips the complicated theory and goes straight to the heart of what it really takes to make a project a success.

**JOSEPH PHILLIPS, PMP** (Sarasota, FL) is a project management consultant, instructor, and owner of Project Seminars, Inc. and Instructing.com. He is the author of several project management books, including *PMP Project Management Professional Study Guide* and *IT Project Management: On Track from Start to Finish*.



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***Now in its fourth edition, an indispensable project management resource, fully updated for today's project manager.***

## Fundamentals of Project Management

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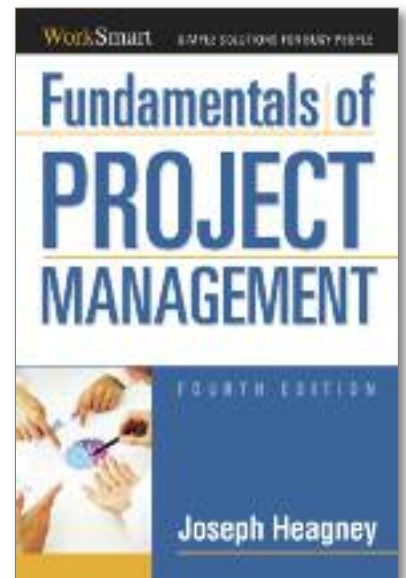
Joseph Heagney

With sales of more than 160,000 copies, *Fundamentals of Project Management* has helped generations of project managers navigate the ins and outs of every aspect of this complex discipline. Using a simple step-by-step approach, the book is the perfect introduction to project management tools, techniques, and concepts. Readers will learn how to:

- Develop a mission statement, vision, goals, and objectives
- Plan the project
- Create the work breakdown structure
- Produce a workable schedule
- Understand earned value analysis
- Manage a project team
- Control and evaluate progress at every stage.

Fully updated based on the latest version of the Project Management Body of Knowledge (PMBOK®), the fourth edition contains new information and expanded coverage on the project risk plan; the change control process; the concept of the project manager as leader; and more. This up-to-the-minute guide is filled with tips and techniques for planning and executing projects on time, on budget, and with maximum efficiency.

**JOSEPH HEAGNEY** (Sayville, NY) has been president of QMA International, LLC since 2001, providing a wide range of management learning solutions. He was previously the Global Practice Leader for Project Management Best Practices at the American Management Association where he currently serves as a faculty member.



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## Lean but Agile

*Rethink Workforce Planning and Gain a True Competitive Edge*

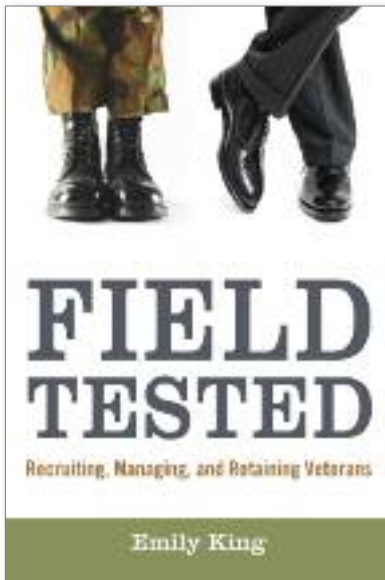
William J. Rothwell, James Graber, and Neil McCormick

As organizations strive to maximize efficiency to meet stringent budgets, a general “do more with less” mandate is no longer sufficient. Managers and executives must evaluate every process and every role, and do away with assumptions about how work gets done and who does it. *Lean but Agile* presents a system for analyzing work and selecting the ideal combination of cost-effective resources—employees, consultants, contractors, temporary workers, vendors—to accomplish it.

The book advocates changes in hiring, goal-setting, learning and development, and performance management, and discusses the introduction, implementation, and management of lean work and agile staffing methods. It also explores the fundamental role technology can play in the transformation.

Packed with practical advice, examples, guides, worksheets, diagrams, and metrics, *Lean but Agile* will help leaders, managers, and human resource professionals optimize their workforces while still achieving superior results.

**WILLIAM J. ROTHWELL** (State College, PA) is professor of Workplace Learning and Performance at Pennsylvania State University and President of Rothwell & Associates, a business consultancy. **JAMES GRABER** (Chicago, IL) is Managing Director of Business Decisions, Inc., a talent management technology and software company. **NEIL MCCORMICK** (Brisbane, Australia), a Senior Vice President at Talent2, has 30 years’ experience in international management, human resources and consulting.



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**Organizations that hire veterans have an unquestionable edge in the marketplace. Here’s how to do it right.**

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*Recruiting, Managing, and Retaining Veterans*

Emily King

Veterans are a tremendous source of untapped talent and come with a wealth of skills and experience beyond those of typical civilian employees. *Field Tested* gives readers the insight and tools they need to recruit and retain veterans, and to maximize their value in any organization.

A must-read for leaders, managers, and human resources professionals across industries, *Field Tested* uncovers key cultural differences between the military and civilian workplace, and reveals how these differences can affect employee performance, satisfaction, and retention. Complete with real-world examples, practical models, and savvy advice, this book shows readers how to:

- Attract and interview veterans
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- Position them for success
- Ensure a smooth cultural transition
- Manage performance
- Help them develop lasting careers.

Smart companies that hire veterans owe it to themselves and their employees to understand the unique considerations involved. This one-of-a-kind guide reveals how to make the most of America’s top talent.

**EMILY KING** (Washington, DC) is a nationally recognized expert on the transition from military service to civilian employment. She has worked extensively with veterans and civilian hiring organizations, and is a frequent speaker at industry events including SHRM and ASTD.

*The supply chain methodology that Industry Week calls "genius."*

## Supply Chain Excellence

*A Handbook for Dramatic Improvement Using the SCOR Model*

THIRD EDITION

Peter Bolstorff and Robert Rosenbaum

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*Supply Chain Excellence*, ahead of the curve in its original edition, again breaks new ground with a highly compressed timeline for using the SCOR (Supply Chain Operations Reference) framework to plan and execute supply chain improvement. In addition to the value chain processes of DCOR and CCOR, the book is now adapted for use in an SAP environment, in global enterprises, and by small businesses.

Featuring examples and experience from roughly 100 projects, the completely updated third edition refines the use of the scorecard for better process analysis; extends the approach to encompass implementation and strategy; and quantifies the financial value of supply chain improvement to demonstrate its importance in achieving lasting competitive advantage.

**PETER BOLSTORFF** (Minneapolis, MN) is President and CEO of SCE Limited, which supports supply chain performance through education, coaching, and process expertise. **ROBERT ROSENBAUM** (Cleveland, OH), an award-winning journalist, is founder and President of The MarketFarm, which specializes in leveraging technical content. He was the founding editor of the former Supply Chain Technology News.

*Gain competitive advantage in your global supply by mitigating risk and maximizing opportunity*

## Mastering Import & Export Management

SECOND EDITION

Thomas A. Cook with Rennie Alston and Kelly Raia

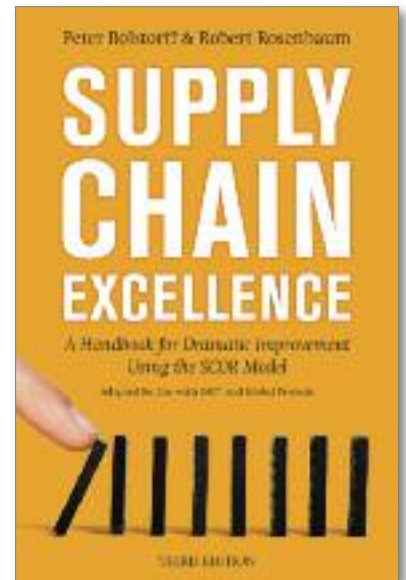
With billions of dollars generated annually, importing and exporting is a potentially lucrative arena for growth—and a bewildering tangle of rules and regulations. Packed with hundreds of cost-effective strategies, ready-to-use forms, and valuable checklists, the second edition of *Mastering Import & Export Management* explains how to efficiently—and legally—navigate the complex world of international trade.

From the big picture of pinpointing the best markets to the nitty-gritty of packing a container, this sweeping guide examines how to spot potential risks, apply quality control procedures, prepare documentation accurately, and more. This revised and updated edition addresses how best to handle recent crises like the earthquakes and tsunami in Japan, the economic downturn, or political instability in countries like Egypt, Tunisia, Bahrain, and Libya. It also covers every new compliance and security regulation, as well as evolving best practices, including:

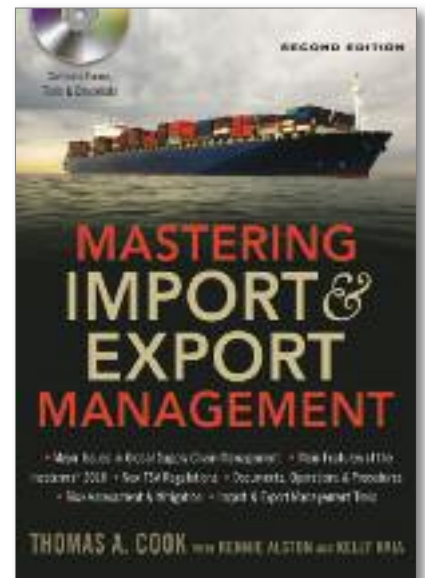
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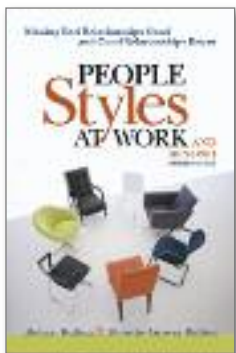
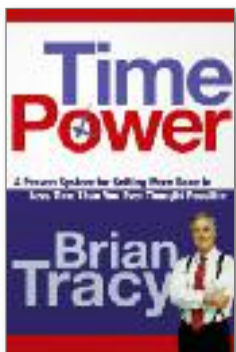
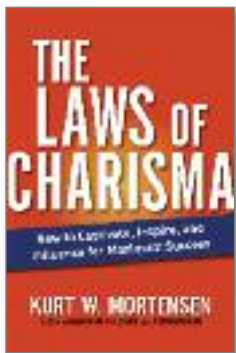
**THOMAS A. COOK** (The Hamptons, NY) has over three decades of experience in global logistics and international business, and two decades teaching with the American Management Association, Global Training Centers, and the District Export Councils.



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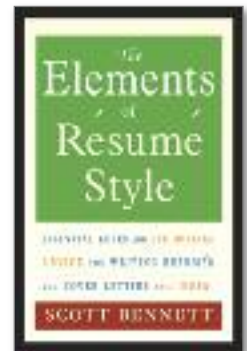
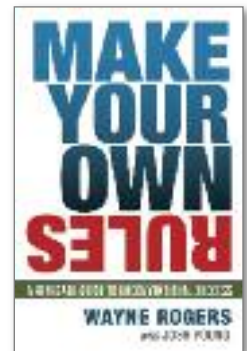
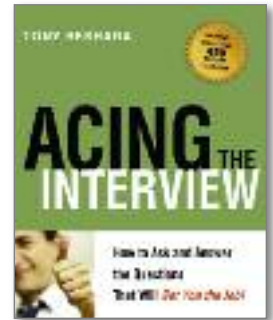
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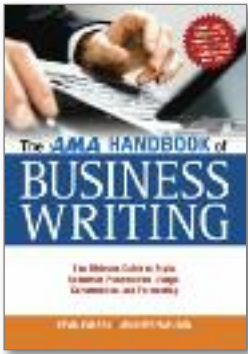
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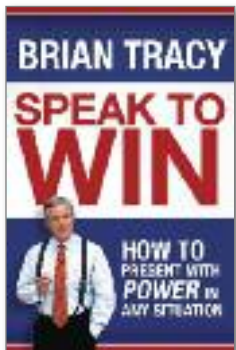
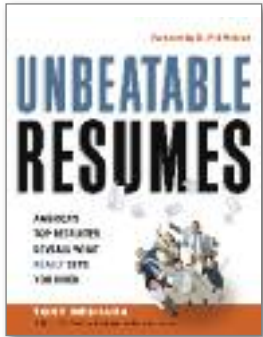
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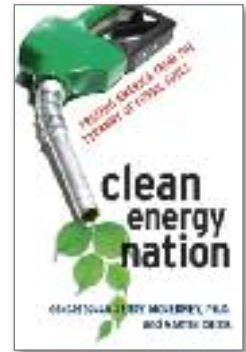
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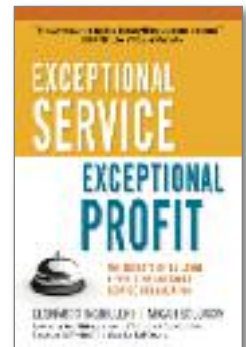
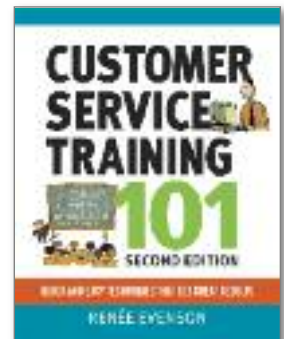
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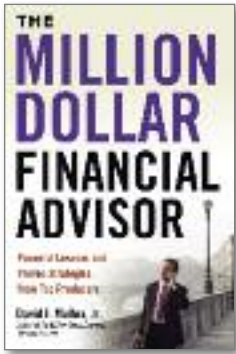
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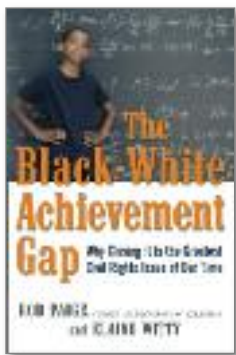
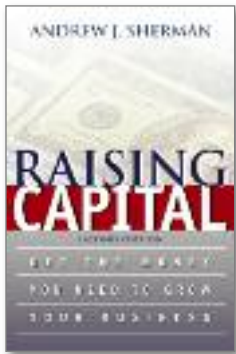
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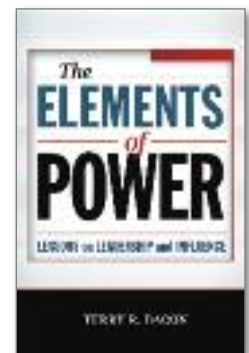
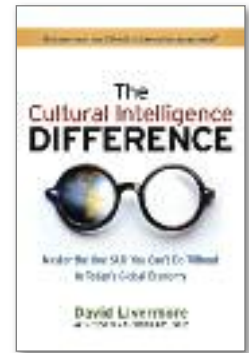
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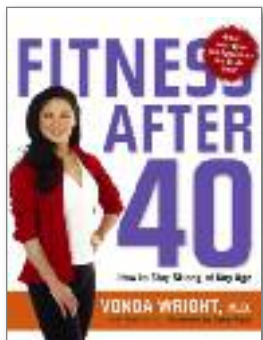
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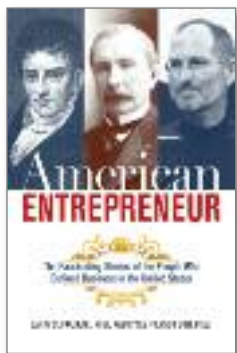
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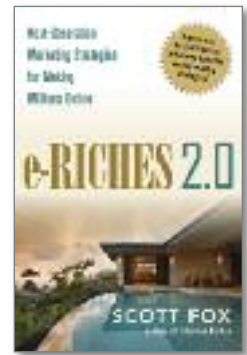
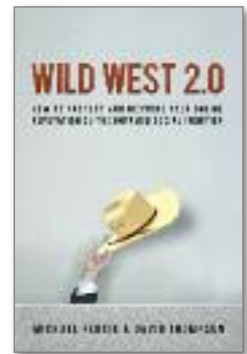
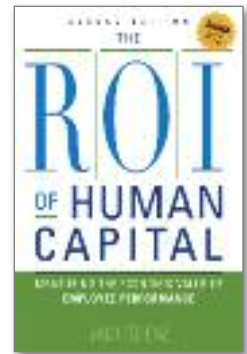
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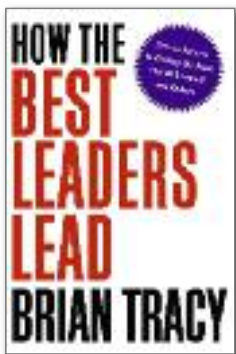
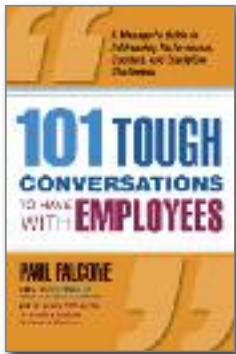
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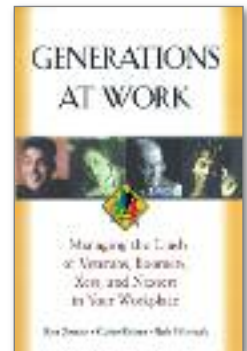
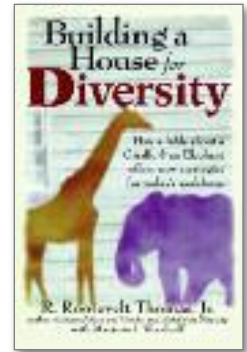
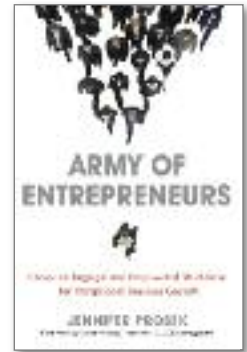
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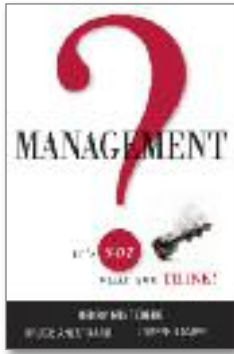
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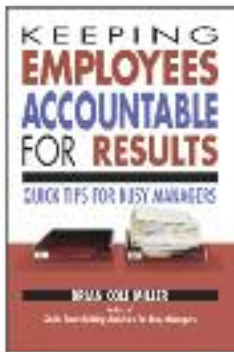
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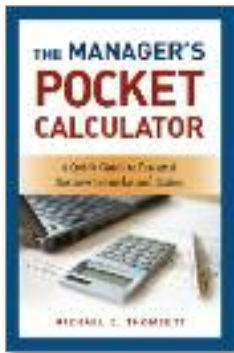
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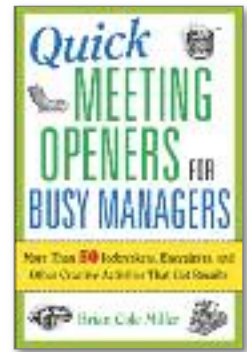
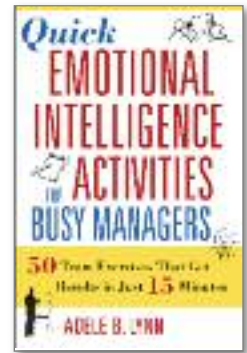
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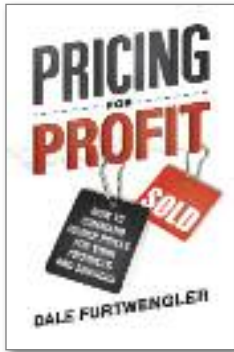
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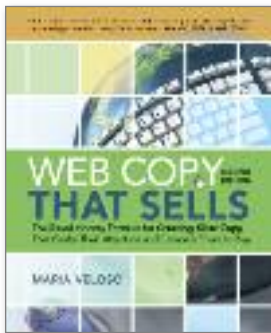
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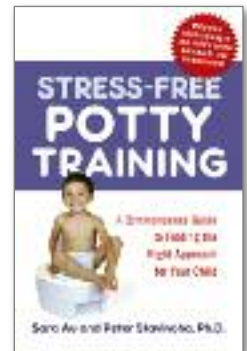
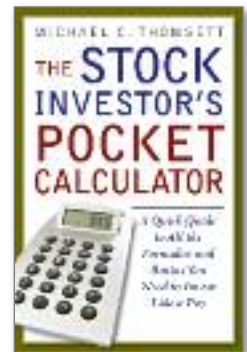
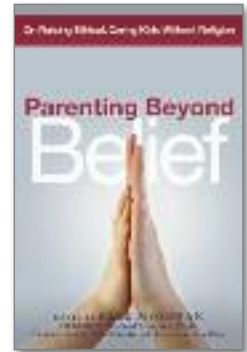
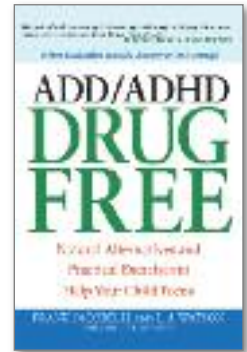
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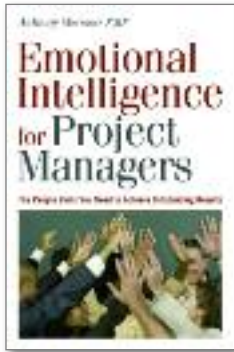
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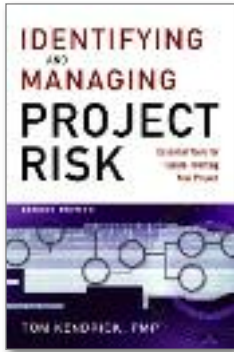
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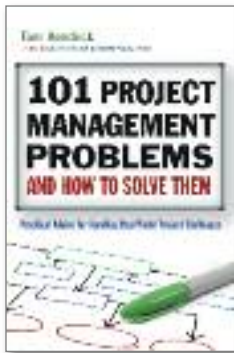
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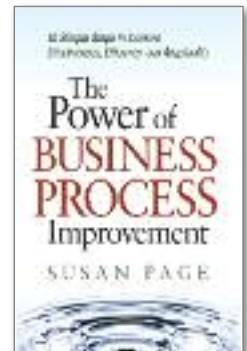
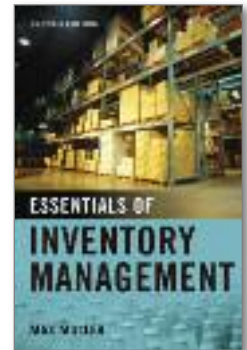
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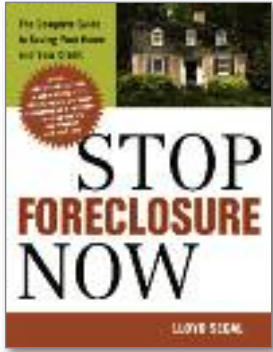
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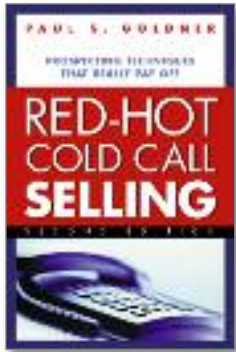
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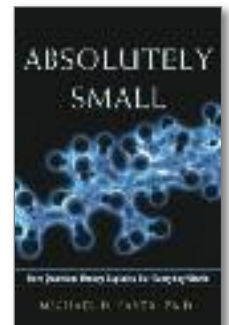
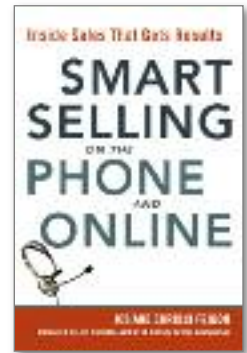
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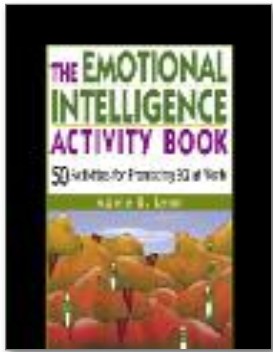
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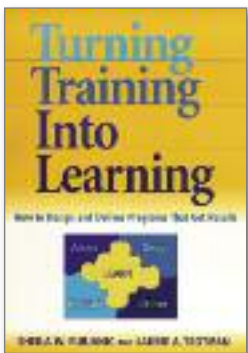
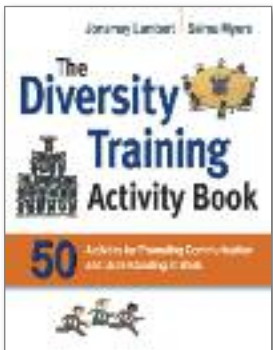
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